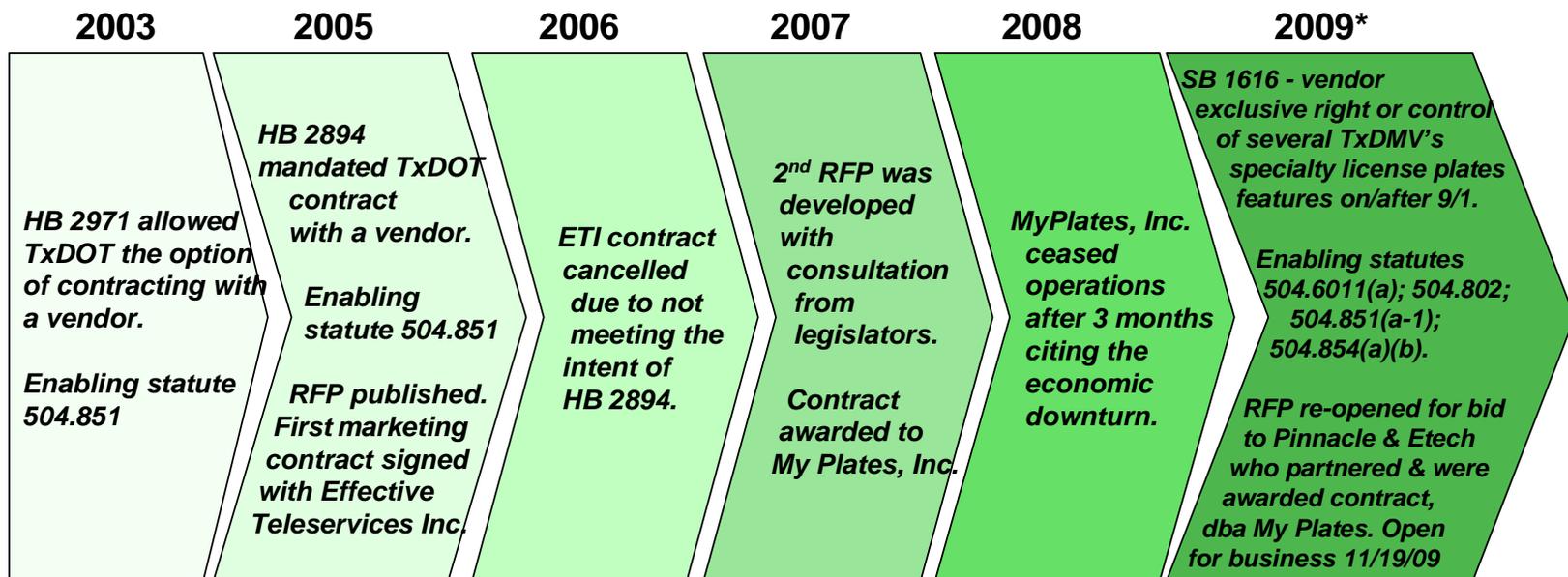


MY PLATES PROGRAM OVERVIEW

Specialty Vendor License Plate Legislation Timeline



* Effective Teleservices Inc. became Etech in 2009

Specialty License Plate Program Comparison

	TxDMV	My Plates	Legislation
Who's Eligible	Non-profit organization	Anyone – individual or organization	Anyone – individual or organization
State Sponsor	Yes - Required	No	Yes – Required non-qualifying plates
Start-up Costs	<ul style="list-style-type: none"> - \$8,000 deposit - TxDMV refunds after 1,900 plates sold or renewed 	<ul style="list-style-type: none"> - \$4,615; Charged the state's cost - My Plates refunds to non-profits after 300 plates sold or renewed 	<ul style="list-style-type: none"> - \$8,000 deposit - TxDMV refunds after 1,900 plates sold or renewed
Plate Design Requirements	<ul style="list-style-type: none"> - TxDMV reviews & approves all designs - Must meet legibility standards - Must meet reflectivity standards - Limited to TxDMV design template - Default is TxDMV design template unless specified otherwise by legislation (White background and ¼ or ⅓ plate graphic) 	<ul style="list-style-type: none"> - TxDMV reviews & approves all designs - Must meet legibility standards - Must meet reflectivity standards - Exclusive use of full plate graphic - Exclusive use of full color plate - Exclusive use of 7-character personalized alphanumeric pattern 	<ul style="list-style-type: none"> - TxDMV reviews & approves all designs - Must meet legibility standards - Must meet reflectivity standards - Default is TxDMV design template, unless specified otherwise by legislation (White background and ¼ or ⅓ plate graphic)
Launch Time	4 – 6 months (includes approval and any needed system programming changes)		

Specialty License Plate Program Comparison

	TxDMV	My Plates	Legislation
Plate Terms	1 Year	1, 5, or 10 Year 10 or 25 Year (Auction plates)	1 Year
Plate Selection	- 115 plates available including organizations, colleges, and pro sports. This does not include military, disabled, antique, classic, or exempts	- 73 plates introduced in the first year of business (22 of these are being programmed for delivery next month). 21 additional plates scheduled to be released early 2011	
Plate Prices	- \$30 - Price set by statute	- \$55 - \$795 - Auction est. \$1,000 to \$1 M (market value) - Price set by My Plates, subject to TxDMV Board approval	- \$30 to \$40 - Price set by statute (98 are \$30, 3 are \$40) - Military, restricted distribution – are reduced prices or free
Personalization Price	- \$40 for up to 6 character pattern - Fee is in addition to plate price - Future prices to be set by My Plates, subject to TxDMV Board approval	- Personalization included in total price of My Plates plates for up to 7 character pattern, lowest price is \$85. - Future prices and price changes subject to TxDMV Board approval	- \$40 for up to 6 character pattern. Note: SB1616 eliminated the \$40 personalization; now being proposed in administrative rule - Fee is in addition to plate price - Future personalization price to be set by My Plates, subject to TxDMV Board approval with the exception of military/restricted distribution plates
Distribution of Revenue	- Organization: \$22 - TxDMV: \$8 for administrative costs	- Royalty split between GR and My Plates set by contract, unless a “crossover” - TxDMV \$8 for administrative costs	- Generally \$22 or \$32; specified by legislation/statute - TXDMV \$8 for administrative costs
Auction Plates	No	Exclusive auction rights	No
Person to Person Plate Transfer	No	Auctioned plates - full-rights transfer	No

Appendix A

Sales and Revenue Summary as of October 6, 2010

Term	Plates	%
1 Year	16,566	66.4%
5 Year	4,230	17%
10 Year	4,085	16.4%
Restyles*	51	0.2%
Total	24,932	100.00%

Total Collected	TxDMV Plate Fee Paid	General Revenue Paid	ePay Fee Paid**	MyPlates Revenue
\$ 5,608,852	\$ 634,893	\$ 1,928,415	\$ 129,840	\$ 2,915,705

* Restyles are customers who choose to change their plate background while maintaining plate number and expiration date

** Credit card processing fee

Appendix B

Monthly Sales Breakdown

Original Sales			Refunds		Net Sales		Avg Revenue/Sale to GR			Overall	
Month	Total to GR	# Sold	Deducted from GR	# Plates Refunded	Total to GR	# Sold	Total Avg \$/Sale to GR	Avg Ann Rev to GR for Term	Avg Term	Avg Revenue per Plate per Year	Avg Term of Sale
Nov	\$ 102,219.50	1,191	\$ 1,890.20	20	\$ 100,329.30	1,171	\$ 85.68	\$ 25.41	3.37	\$ 70.06	Total
Dec	\$ 130,484.50	1,724	\$ 1,349.95	16	\$ 129,134.55	1,708	\$ 75.61	\$ 25.40	2.98	\$ 8.01	TxDMV
Jan	\$ 154,394.30	2,023	\$ 140.75	4	\$ 154,253.55	2,019	\$ 76.40	\$ 25.32	3.02	\$ 24.13	GR
Feb	\$ 152,856.30	1,921	\$ 1,403.35	14	\$ 151,452.95	1,907	\$ 79.42	\$ 24.82	3.20	\$ 1.65	Epay
Mar	\$ 189,711.05	2,454	\$ 2,500.10	23	\$ 187,210.95	2,431	\$ 77.01	\$ 24.60	3.13	\$ 36.27	MP
Apr	\$ 195,082.70	2,711	\$ 2,689.15	30	\$ 192,393.55	2,681	\$ 71.76	\$ 23.93	3.00		
May	\$ 167,929.05	2,350	\$ 3,261.10	32	\$ 164,667.95	2,318	\$ 71.04	\$ 23.98	2.96		
Jun	\$ 182,419.65	2,466	\$ 2,451.05	29	\$ 179,968.60	2,437	\$ 73.85	\$ 23.30	3.17		
Jul	\$ 186,089.45	2,401	\$ 2,124.15	18	\$ 183,965.30	2,383	\$ 77.20	\$ 23.62	3.27		
Aug	\$ 215,631.55	2,635	\$ 3,903.80	31	\$ 211,727.75	2,604	\$ 81.31	\$ 27.19	2.99		
Sep	\$ 258,787.55	3,273	\$ -	-	\$ 258,787.55	3,273	\$ 79.07	\$ 33.23	2.38		

Note: This chart does not include September refunds.

Appendix C

2009 Texas Specialty Plate Net Revenue

<i>Specialty Plates as a Percentage of all Plates</i>			Specialty Plate Price	Plate Cost	Total Net Revenue
State	Year	Percentage			
Texas	2009	2.3%	\$30	\$8	\$7,451,371

Note: This chart does not include My Plates sales.